

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

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AUG 22 1996

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

In the Matter of

Annual Assessment of the Status of
Competition in the Market for the Delivery
of Video Programming

CS Docket No. 96-133

DOCKET FILE COPY ORIGINAL

ERRATUM

On August 19, 1996, Scripps Howard Cable TV Company ("Scripps") filed Reply Comments in the above captioned proceeding. In doing so, Exhibits 1 and 2 were inadvertently excluded during production.

We hereby file an original and 4 copies of Exhibits 1 and 2, and respectfully request that the Commission include them with Scripps' Reply Comments.

Respectfully Submitted,


John D. Seiver

T. Scott Thompson

COLE, RAYWID & BRAVERMAN, L.L.P.

1919 Pennsylvania Ave. N.W.

Suite 200

Washington, D.C. 20006

(202) 659-9750

**Attorneys for Scripps Howard
Cable TV Company**

August 22, 1996

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EXHIBIT 1

Vanguard Corporation
4646 North Shallowford Road
Suite 100
Atlanta, Georgia 30338

(770) 673-2640
Fax (770) 673-2644

6/17/96

Dear Valued Customer,

First of all, let me thank you for subscribing to BellSouth's americast service. I trust you're pleased with the new choices, added convenience and extra control we're providing to you and everyone else in your home. From your conversations and letters, I know you enjoy (finally) having the opportunity to choose your cable television provider and I appreciate your support of this special trial of BellSouth's one-of-a-kind service that let's you watch what you want, when you want to watch it.

I also wanted to take this opportunity to tell you about a special "Atlanta Olympic Celebration" offer we are about to make available to neighbors in your area. And to show how much BellSouth appreciates the special relationship we have with you and your family, I'm also extending this offer to you as well as our many other current americast customers! This special limited time offer includes:

- A FREE BellSouth Olympic Sponsorship Pin, a commemorative collectible your family will enjoy for years to come.
- To ensure you enjoy the Olympics - and everything else on television in July, we've already credited your account for one FREE month of premiercast basic service and one FREE month of any advantage premium package to which you currently subscribe.

In addition, by being a loyal americast customer you can enjoy the following special limited time offer (not available elsewhere) when you subscribe to BellSouth's Caller ID Name and Number Service (just \$7.50 per month - or less when purchased with other advanced calling features).

- One FREE Caller ID Name and Number Display Unit, plus FREE connection of your Caller ID Name and Number display unit and service, and a FREE month of Caller ID Name and Number service (free month available to new Caller ID customers only).

This all adds up to over \$100 in value which we're happy to extend to our loyal americast customers. We've enclosed your commemorative Olympic pin. And as we said, your account has already been credited for one month of americast service. If you would like to take advantage of our "Atlanta Olympic Celebration" Caller ID special offer, please call our Customer Service Department at (770)673-0009. Please hurry, this offer expires July 31, 1996.

Once again, I want to thank you for your business and I look forward to continuing our special relationship.

Sincerely,



Ted Williams
General Manager

EXHIBIT 2

The BellSouth americast Loyalty Commitment

In return for a 1 year, 2 year, 3 year (circle your selection) commitment to BellSouth as your only cable television provider, BellSouth will commit the following to you.

⇒ You automatically enjoy all of the special "Extras" BellSouth introduced FIRST to the market in response to its customers wishes such as:

- Special access to the most advanced entertainment system in the world!
- Choose from among more than 160 "channels" each month.
- Disney on basic at no extra charge
- No monthly charge for additional outlets
- Multi-channel premium packages which offer the more value and viewing choices than any other packages!
- ✓ • A 30 day, unconditional, money-back guarantee ✓
- 24 hour, seven day a week, personalized service
- Access to movies and specials on an "On Demand" basis with VCR-like controls - something you can't get anywhere else!
- Access to special "americast customers only" discounts on the many BellSouth products and services

⇒ The price for our americast Premier basic and Advantage premium services won't be increased for the same 1 year, 2 year, 3 year period (circle same as above).

⇒ You'll be automatically eligible for the following monthly discounts on your americast bill just for being a loyal BellSouth customer:

- \$.50 off for each of the following services you purchase from BellSouth
 - BellSouth americast service
 - BellSouth local telephone service
 - BellSouth Enhanced Calling Features (Complete Choice, call waiting, Caller ID Deluxe,....)
 - BellSouth Mobility
- \$.50 off for your commitment to purchase/subscribe to each of the following services if and when it becomes available in your area:
 - BellSouth Long Distance (replaces AT&T, MCI, Sprint, etc.)
 - BellSouth.net Internet Access service (Standard or Special High Speed Edition)
- \$.50 off your bill if your combined BellSouth purchases from each of the above BellSouth service categories as well as BellSouth Yellow Pages exceeds each of the following threshold spending amounts:
 - \$150 per month, averaged for the prior 3 months
 - \$300 per month, averaged for the prior 3 months

_____ **YES! I commit to enjoying the many benefits of being a loyal BellSouth americast customer for a 1 year, 2 year, or 3 year period (circle same as above).**

(Please not in haste) PLEASE FEEL FREE TO PHOTOCOPY FOR FRIENDS

Unithink Marketing, Inc. 1746 Hamilton Drive, Building P Atlanta, GA 30328 (770) 394-8700

Often we invite people to come to one of our offices for focus groups or surveys, and pay them for their opinion. If you would like for us to call you, please fill in the information and mail it to the address shown above. All information is strictly confidential, but if there are some questions you would rather not answer, just leave them blank.

Home Phone () Date

First Name Last Name

Address

City State Zip Work Phone ()

Sex Date of Birth (very important) / /

Marital Status Do you own a home? a condo? or rent? Race

What is your household income? Circle the one answer that comes closest.

- ☐ Under 10,000 ☐ 60,000-69,999
☐ 10,000-19,999 ☐ 70,000-79,999
☐ 20,000-29,999 ☐ 80,000-89,999
☐ 30,000-39,999 ☐ 90,000-99,999
☐ 40,000-49,999 ☐ 100,000-149,999
☐ 50,000-59,999 ☐ 150,000 and over

What was the highest level of education you received?
Please answer in years (12=highschool, 14=some college, 16=college, 18=grad school, etc.)

Are you employed? No Yes Full Time Part Time

Please be as specific as possible:

What is your occupation?

For what type of industry?

Complete the following for any children living at home:

Gender	Month	Day	Year
M F	Date of Birth	/	/
M F	Date of Birth	/	/
M F	Date of Birth	/	/
M F	Date of Birth	/	/
M F	Date of Birth	/	/
M F	Date of Birth	/	/

Which of the following do you or anyone in your household currently own? Circle as many as apply.

- | | | |
|------------------|--------------------|--|
| -1 35mm Camera | -13 Wide Screen TV | Does your refrigerator have the freezer? |
| -3 Boat | -14 Radar Detector | |
| -4 CD Player | -15 Contact Lenses | -21 On the Side |
| -5 Cat | -16 Glasses | -22 On the Top |
| -6 Dog | -17 Cellular Phone | -23 On the Bottom |
| -9 Swimming Pool | -18 Gold Cards | |
| -10 Own Business | -19 Pager/Beeper | -24 Electric Range |
| -12 Video Camera | | -25 Gas Range |

Are you registered to vote? Yes -1 No -2

What radio stations are listened to in your household?

Please circle those that you use at home and those you use at work:

- Home Work
- 6 -7 PC/IBM Compatible
-8 -9 Apple/MacIntosh
-10 -11 Laptop Computer
-12 -13 CD-Rom
-14 -15 On-Line service
-16 -17 Windows
-18 -19 MultiMedia
-20 -21 Bulletin Board Services (BBS)
-22 -23 Notebook Computer

Do you use the Internet?

☐ at Home Which services do you use at home?

☐ at Work Which services do you use at work?

-OVER PLEASE-

At which of the following offices would you be interested in attending focus groups and surveys? (Mark all that apply.)

- ☐ Atlanta, GA (Hammond Drive) ☐ Memphis, TN (Southlake Mall) ☐ Washington, DC (Springfield Mall)
☐ Athens, GA (Georgia Square) ☐ Nashville, TN (Cool Springs Galleria) ☐ High Point, NC (Oak Hollow)
☐ Gainesville, GA (Lakeshore Mall) ☐ Charlotte, NC (Carolina Place)

In which COUNTY do you reside?

What brands and types of beer and other alcoholic beverages are consumed in your household? Please be as specific as possible.

What are the makes and models of all vehicles in your household?

Year Make Model

We occasionally conduct studies regarding medical conditions. Please mark the condition(s) of anyone in your household who may wish to participate in these studies.

- | | | | |
|-----------------------------------|--|---|-------------|
| <input type="checkbox"/> Acne | <input type="checkbox"/> Epilepsy | <input type="checkbox"/> Non Food Allergies | Other _____ |
| <input type="checkbox"/> Asthma | <input type="checkbox"/> Food Allergies | <input type="checkbox"/> Osteoporosis | _____ |
| <input type="checkbox"/> Dentures | <input type="checkbox"/> Heart Condition | <input type="checkbox"/> Psoriasis | _____ |
| <input type="checkbox"/> Diabetes | <input type="checkbox"/> High Blood Pressure | <input type="checkbox"/> Sinus | _____ |
| <input type="checkbox"/> Eczema | <input type="checkbox"/> Migraine Headaches | <input type="checkbox"/> Ulcer | _____ |

Please complete the following information for your spouse. If you are married and your spouse is NOT interested in taking part in market research studies place an "X" here: _____

Spouse's First Name _____ M.I. _____ Last Name _____

Work Phone () _____ - _____ Date of Birth (very important) ____/____/____

Education (in years) _____ Race _____

Do your spouse use any of the following at home or at work?

	Home	Work
IBM (compatible)	<input type="checkbox"/>	<input type="checkbox"/>
Apple/Macintosh	<input type="checkbox"/>	<input type="checkbox"/>
Laptop Computer	<input type="checkbox"/>	<input type="checkbox"/>
CD-Rom	<input type="checkbox"/>	<input type="checkbox"/>
On-Line Service	<input type="checkbox"/>	<input type="checkbox"/>
Windows	<input type="checkbox"/>	<input type="checkbox"/>
Notebook Computer	<input type="checkbox"/>	<input type="checkbox"/>

Is spouse employed? No ☐ Yes- Full Time ☐ Part Time ☐

Please be as specific as possible:

What is your spouse's occupation? _____

For what type of industry? _____

Is your spouse registered to vote? - Yes -1- No -2-

If you know anyone who would like to do surveys, please fill out their name and address below and we will mail them a form.

Name _____ Name _____

Phone Number _____ Phone Number _____

Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____

Jackson Associates has my permission to call me and/or my household members at any numbers I have given.

Signature _____

Thank you for taking time to fill this out this form. Please mail it to the address on the front.

We are required to inform you that calls made from our office may be monitored for quality control purposes.

CONFIRM